

IN THE CLAIMS:

1. **(Currently Amended)** A method of transmitting ~~a tune~~ an alert message from a first mobile wireless device to a second mobile wireless device, the first mobile wireless device comprising a first media player and the second mobile wireless device comprising a second media player ~~a first media player to a second media player~~, the method comprising:

- (a) presenting broadcast content to a first user of the first media player;
- (b) generating at the first media player ~~a tune~~ the alert message formatted to reconfigure the second media player to provide the broadcast content to a second user of the second media player; and
- (c) transmitting the ~~tune~~ alert message from the first media player to the second media player to provide the broadcast content to a the second user of the second media player.

2. **(Original)** The method of claim 1, wherein the tune alert message comprises at least one content selection configuration parameter of the first media player.

3. **(Original)** The method of claim 1, wherein the content comprises audio content received from a radio broadcast source.

4. **(Original)** The method of claim 1, wherein the content comprises audio-visual content received from a video broadcast source.

5. **(Original)** The method of claim 1, wherein the tune alert message comprises an identification of a content source.

6. **(Original)** The method of claim 5, wherein the tune alert message further comprises profile information to characterize the broadcast content.

7. **(Original)** The method of claim 1, wherein (c) comprises transmitting the tune alert message from the first media player to a message server.

8. **(Currently Amended)** A method of adjusting a configuration of a mobile wireless device ~~media player~~ to receive broadcast content, the mobile wireless device comprising a media player, the method comprising:

(a) receiving at the media player ~~a tune~~ an alert message formatted to reconfigure the media player to provide the broadcast content to a user of the media player;

(b) presenting the ~~tune~~ alert message to a the user of the media player; and

(c) reconfiguring the media player to process the broadcast content.

9. **(Original)** The method of claim 8, further including: after (b) receiving an input from the user accepting or denying the tune alert message; and wherein (c) comprises reconfiguring the media player to process the broadcast content only when the user accepts the tune alert message.

10. **(Original)** The method of claim 8, wherein the tune alert message comprises configuration parameters of another media player.

11. **(Original)** The method of claim 8, wherein the content comprises audio content received from a radio broadcast source.

12. **(Original)** The method of claim 8, wherein the content comprises audio-visual content received from a video broadcast source.

13. **(Original)** The method of claim 8, wherein the tune alert message comprises an identification of a content source.

14. **(Original)** The method of claim 8, further including before (b):

comparing at least one parameter of the tune alert message to at least one preference parameter provided by a user of the media player.

15. **(Original)** The method of claim 8, wherein the broadcast content comprises promotional content.

16. **(Currently Amended)** A mobile wireless device ~~media player~~ configured to receive messages and broadcast content, the mobile wireless device ~~media player~~ comprising:

a media player comprising:

a communication module that receives a message identifying a source of broadcast content;

a tuner that is adjustable to process content received from a plurality of different sources of broadcast content; and

~~a tune~~ an alert module configured to adjust the tuner to process content received from the ~~content~~ source of the broadcast content identified in the message.

17. **(Original)** The receiver of claim 16, wherein the tuner processes radio content.

18. **(Original)** The receiver of claim 16, wherein the tuner processes video content.

19. **(Original)** The receiver of claim 16, wherein the tuner process multimedia content.

20. **(Currently Amended)** A computer-readable medium containing computer-executable instructions for causing a first mobile wireless device comprising a first media player to perform the steps comprising:

(a) presenting broadcast content to a first user of the first media player;

(b) generating at the first media player ~~a tune~~ an alert message that may be used to reconfigure a second media player to provide the broadcast content to a second user of the second media player; and

(c) transmitting the ~~tune~~ alert message from the first media player to the second media player to provide the broadcast content to a the second user of the second media player.

21. **(Currently Amended)** A mobile wireless device ~~media player~~ comprising:
a media player comprising:

a means for selecting content to present to a user; and

a means for transmitting tuning information that corresponds to the content and is formatted to be used to tune a remote device.

22. **(Original)** A mobile terminal comprising:

a transceiver module that sends and receives messages;

a tuner module configurable to select broadcast content;

a tune alert module coupled to the tuner module and the transceiver module, the tune alert module generating tune alert messages that are formatted to adjust a tuner module of another mobile terminal; and

an audio/video generation module for receiving the broadcast content from the tuner and providing audio and video signals to output devices.

23. **(New)** The method of claim 1, further comprising:

(d) receiving, from another mobile wireless device, a received alert message that contains at least one broadcast parameter, the at least one broadcast parameter specifying a source of another broadcast content; and

(e) tuning the first media player to the source of the other broadcast content in accordance with the at least one broadcast parameter.

24. **(New)** The method of claim 1, wherein the broadcast content is received over a first communications channel and wherein the alert message is transmitted over a second communications channel.

25. **(New)** The method of claim 8, wherein the alert message contains at least one broadcast parameter that specifies a source of the broadcast content, and wherein (c) comprises:

(i) tuning the media player to the source of the broadcast content in accordance with the at least one broadcast parameter.

26. **(New)** The method of claim 25, wherein the alert message includes an action option parameter, and wherein (i) comprises:

(1) if the media player receives a user input in concert with the action option parameter, tuning the media player to the broadcast source.

27. **(New)** The method of claim 25, wherein the media player automatically tunes to the broadcast source.

28. **(New)** The method of claim 8, wherein the broadcast content is received over a first communications channel and wherein the alert message is received over a second communications channel.

29. **(New)** The computer-readable medium of claim 20, wherein the computer-executable instructions cause the first wireless device to perform the steps comprising:

(d) receiving, from another mobile wireless device, a received alert message that contains at least one broadcast parameter, the at least one broadcast parameter specifying a source of another broadcast content; and

(e) tuning the first media player to the source of the other broadcast content in accordance with the at least one broadcast parameter.

30. **(New)** The mobile wireless device of claim 21, wherein the media player further comprises:

a means for receiving received tuning information from another mobile wireless device, the received tuning information corresponding to another broadcast content; and

a means for tuning to a source of the other broadcast content in accordance with the received tuning information.